

SW Albuquerque

Strengths, Weaknesses, and Opportunities Analysis

May 2006

An analysis of Southwest Albuquerque strengths, weaknesses and opportunities compiled from numerous community meetings and interviews indicates that many people **enjoy** living and conducting business in Southwest Albuquerque, but feel that the area could better nurture them with some specific improvements.

Residents exclaim about phenomenal views, close proximity to wildlife, and friendly neighbors, but also say that the poorly designed community and inadequate services prevent them from living safe, convenient, cost-effective, and pleasant lives. This feeling was expressed concerning insufficiencies and design problems with the neighborhoods, public infrastructure (sidewalks, streets, sewer, water, trails, public open space, parks), and public facilities (libraries, community centers, schools). It was also expressed concerning insufficient private services (medical services, banking, general and specialty shopping) and public services (fire, police, social services). Residents and business owners perceive themselves and their area as being treated like a “stepchildren of the city” and believe that others think of them as poor and/or criminals living on “the bad side of town.”

Southwest Albuquerque has many current issues that may be resolved as it matures. As public funds and development impact funds become available most infrastructure should be completed, but continued development to the west and south may strain limited public service delivery resources. Streets, sidewalks, trails, parks, schools and places to support public and private services need to be planned to ensure that they are located and designed well to best support community life.

Long-term planning is required to maintain desirable area attributes before they disappear with subsequent waves of development. Many of the often-mentioned strengths of the area: nearby wildlife, smog-free environment, and views to the east and of the sunset and night skies will require long-term planning and special protections to maintain.

Other identified weaknesses concern the form of recent development: monocultures of residential development, walled-in subdivisions, extremely wide arterial and collector streets, and lack of area character will take planning and thoughtful actions to correct, and may require amending regulations and processes to encourage or require other forms of development.

Area Perceptions

Southwest Albuquerque community residents feel fortunate to be near beautiful undeveloped lands, the Rio Grande, the Bosque, and the desert. The air quality is good, with little visual smog. There is a clear view of the stars due to low levels of light pollution at night.

However, there are many negative perceptions of the area, both on the part of local community members and by the rest of the city. Many people see that services are not

meeting local needs and that the area is not cared for as well as it should be. Some have identified Southwest Albuquerque area as the “stepchild of the city,” with great needs and less than sufficient city funding, but without the power to make changes and obtain resources. Garbage is not efficiently removed from neighborhoods, graffiti is prevalent and weeds and tumbleweeds are not cleared from the streets. Landscaping along roadways is not being maintained.

Residents and business owners identified negative area stereotypes they believe others identify with the area: a predominantly poor population with lots of crime and drug use. Community members seek an opportunity to lose the stigma of being on “the bad side of town.”

Infrastructure: Streets, Sewer, Water

Much of the area is so new that utilities are underground, eliminating the usual visual clutter of poles and lines prevalent in older parts of Albuquerque. However, community members identified a need to fully install sewer, water, and gas lines.

Local streets have a number of challenges that need to be addressed in future planning. On-street parking in neighborhoods is currently limited and chaotic. Numerous, closely spaced driveways limit on-street parking and “roll curbs,” provide inadequate delineation between the street and private property, encouraging people to park in planting strips and on sidewalks.

Traffic flow on collector and arterial streets needs to be addressed. Auto traffic from limited access subdivisions loads larger streets at peak times. Traffic control devices and street network design are needed to manage congestion. As the area gains more residential and commercial development, traffic congestion is only expected to increase.

Existing street design does not encourage public transit, bicycling, and walking. One person referred to existing Southwest Albuquerque street design as a “walled tunnel effect.” Street design needs to **adequately** serve all transportation modes to provide solutions to congestion.

Access to public transit is an issue for many residents of the community. Bus routes are limited and service on existing routes needs to be improved. Riders would like to see shorter routes between west side locations, routes that don’t require transfers at the main bus station. Residents want bus stops that are shaded and nice-looking.

Public Buildings, Services, Parks, Open Spaces, and Trails

While residents appreciate their existing library system, they would like to see full-size libraries in their neighborhood.

Residents say the number of parks is inadequate and existing parks are too far apart and don’t provide enough services such as playground equipment, restrooms, and athletic facilities. Trails are scarce and those short trail segments that exist are difficult to access from residential neighborhoods.

Residents say that the Ceja and its surrounds should be preserved as public open space. Wildlife will be displaced unless a supportive environment is provided for it.

Neighborhood Development

Residents want a greater diversity of housing in price range, building style, unit type, and target market. People appreciate the existing affordable housing and friendly neighbors, but believe that the area could appeal to a larger variety of individuals and households and become a more interesting place to live. Housing styles that reflect the historic Southwest vernacular styles would create visual interest. A mix of prices could attract a population with different incomes. Different types of housing, including townhouses, apartments and single-family homes, would provide options for different types of households. More housing and services targeted towards seniors was also identified as a need. Some community members attribute this poor diversity to a lack of collaboration between developers and the community.

Future residential developments should be designed with connections to park space, walking and biking trails, public transit, and local shopping.

Commercial Services / Doing Business (Sustainability and Growth)

The Southwest Albuquerque community believes it is commercially underserved for a community of its size. Major identified needs include large retailers, restaurants, smaller niche retail, health providers, professional offices, and entertainment. Such businesses would benefit from the large local market, loyal local shoppers, and local employees available for hire. Residents would like to see fewer bars and adult entertainment businesses.

As mentioned above, negative stereotypes of the area held by business owners may play a role in the lack of retail investment. Community members would like their fellow Albuquerqueans to learn that this negative image is undeserved.

There are many suggestions for improving the business climate in the Southwest area. An economic development initiative to market the region may help attract new retailers. Zoning changes and code enforcement to prevent illegal vending are additional options. Infrastructure improvements, like the redesign of roads that would benefit the rest of the community, would also benefit businesses.

Schools

While people are happy with the commitment they get from teachers and principals at existing schools, the overcrowded and undersupplied schools are seen as a major problem. Funding is needed for additional schools at all levels, and parents are concerned that Albuquerque Public Schools will not be able to address the problem quickly enough to meet current and future demands. Parents would also like to see additional programs in the schools, better school design, more after-school services, and higher educational standards.

Public Safety

Community members identified a need for additional police stations and/or substations in the area, with more officers available to patrol this large community and address problems before there is an emergency. Occasional crime, including graffiti, and the sound of gunfire near homes makes some community members desire additional safety

precautions, including more street lighting, traffic slowing mechanisms, and additional patrols. Several business owners and residents indicated that response time from police and fire services is slow. There is a desire to create a community that is safe for all.

Listed Community Comments about Southwest Albuquerque Strengths, Weaknesses, and Opportunities

Data Sources: Community Bus Tour, Public Meetings, Charrettes, Interviews with Business Owners, Interviews with Individuals from Community
(Collected October 2005 – March 2006)

Notes: * **Bold** print indicates comments mentioned by three or more people.

* Comments are divided into strengths, weaknesses and opportunities under 8 subject areas (1) Area Perceptions; (2) Infrastructure: Streets, Sewer, Water; (3) Public Buildings, Services, Parks, Open Space and Trails; (4) Neighborhood Development; (5) Public Safety; (6) Schools; (7) Commercial Services; and (8) Doing Business: Sustainability and Growth

* Some comments are verbatim, while similar comments mentioned by several people are combined

1. Area Perceptions

Strengths:

- **Beautiful area**
- **Desert/open spaces**
- **Good air quality**
- **Great Views**
- Close to mountains, wild open spaces
- Close to work (for some people)
- Relatively calm area
- Low light pollution
- Low crime rate
- We have a good perception of ourselves (some people)
- Uncrowded
- Interesting wildlife
- Variety of natural environments within reach
- Can see stars
- Wildlife
- Quiet
- Far enough away from city lights
- Away from smog
- Clean

Location-Specific:

- West Central built and financed Albuquerque

Weaknesses:

- **Local government is not meeting the residents' needs, stepchild of the City**
- **Poor trash facilities and services**
- Stereotyping of Southwest Side

- Rest of the city has negative perception of the area
- Drugs/Crime
- Poor access
- People are poor
- Many residents do not feel empowered to make changes
- Present lack of jobs in the area
- The Southwest Mesa does not receive its fair share of funding
- Graffiti
- Tumbleweeds
- Trash
- Area is dark

Location-Specific:

- No one knows the history of West Central

Opportunities:

- **Cleaning up weeds and garbage could improve area greatly**
- Create positive perception of area with good PR campaign
- Opportunities for more community involvement
- Cheap property
- Opportunities to improve business through advertising
- Job opportunities can be created for local residents
- Community can educate homeowners on laws about weeds, trash, building, etc.
- Existing cultural traditions from Albuquerque's history can be used to promote appreciation and respect
- Lose the stigma of being the "bad side of town"

Location-Specific:

- Can create a gateway at Central Ave. and Paseo del Volcan with a Route 66 theme
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2. Infrastructure: Streets, Sewer, Water

Strengths:

- **Can walk to store, park, etc. (Alamosa only)**
- New developments can help pay for needed infrastructure
- All utilities are underground
- Majority of subdivisions are less than 6 years old
- Less traffic and congestion than other areas of ABQ
- Better freeway access than other areas
- The city has improved area with sidewalks, landscaping, and some infrastructure upgrades

Location-Specific:

- Old Coors: new sidewalks, sewers, landscaping

Weaknesses:

- Nothing about infrastructure is good
- Total lack of infrastructure in the Southwest area
- Insufficient services and amenities for growing population
- Area has no character
- **Need access to good public transportation**
- Inadequate public transportation system

- **Traffic congestion/streets don't work during rush hour/poor traffic control/traffic gridlock**
- Develop nice looking boulevards for pedestrians; not this walled tunnel effect as is being done now
- Poorly planned road network (e.g., 98th and 86th intersect, but are supposed to be parallel)
- Unfinished streets with poor traffic flow and safety problems
- Need to complete arterials
- Need crosswalks, including to public areas
- Lack of traffic lights
- Need four-way stops
- Lack of sidewalks, gutters, inadequate curbs
- Poor street lighting in the area/area is dark
- Roll curbs encourage parking on landscaping and sidewalk
- Lack of shade at bus stops, crosswalks, and ramps to stops
- Median landscaping needed
- Lack of public landscaping
- Lack of maintenance-in general
- Need better attention to problems such as sewer and other infrastructure /Extend sewer and water lines in the area
- We're running out of water! Why more development?
- Sewer systems are inadequate in older sections
- County areas are in desperate need of sewer, water and gas services
- No wireless Internet access on Central (e.g., Rio Rancho city-wide wireless network)
- Issues with City/County boundaries and service disconnects
- Poor maintenance of drainage ways
- Xeriscaping not being maintained
- House numbers in older neighborhoods is not in order

Location-Specific:

- **Complete 86th Street between San Ignacio & Sapphire to connect to the two little league fields**
- **Sage Road Corridor needs to be four lanes from 98th Street to Coors**
- **Insufficient traffic signals (Unser at Bridge, Tower, Sage, and others)**
- Unattractive western entrance into City along Central
- Unser Boulevard needs to be the 4-lane divided roadway it is planned to be
- Proposed 400 Apartment unit at Bridge and Unser - Can't handle the additional development
- Bridge Blvd. should be 4 lanes
- Repair sewer on Yucca and Central SW
- Streets have multiple names (98th/Snow Vista, De Vargas/Sage)
- Need sidewalk around park at 86th between Sage and Tower
- Need 2 turning lanes from S.B. Coors to E.B. Rio Bravo.
- Poor roads and signage at Sage and Unser intersections
- Need stop light at 86th and Central
- Missing sign at Central and Unser
- 98th and Unser should go through south to Rio Bravo

Opportunities:

- Bring Railrunner (commuter service) to area
- Large pockets of currently undeveloped areas provide easier construction conditions
- Some funding exists to construct and beautify streets
- Rapid Ride and City (MRA) owns property on NW corner of Central and Unser

3. Public Buildings, Public Services, Parks, Open Space, Trails

Strengths:

- **Library system is great**
- City planners who want to work with people to improve the environment
- Nearby outdoor recreation
- Rio Grande Bosque nearby

Location-Specific:

- Alamosa Community Center, library, computer classes, etc.
- Undeveloped land with interesting landforms (Ceja, arroyos) with a small number of land owners
- A portion of the Ceja is identified for protection in the 10 year City open space plan

Weaknesses:

- **Lack of full size libraries**
- Libraries are not open during family hours
- **Not enough parks, parks too far apart**
- Need parks, not just athletic fields
- Parks, open space, and trails are far too dangerous for this area
- Poor maintenance of parks
- Gang members, stray dogs, and prisoners (unsure if they are there doing community service) in the area parks
- Lack of funding for parks
- **Build more parks with swings, other playground equipment, walking trails, shade trees**
- Parks should include bathroom facilities
- Incomplete neighborhood parks
- Park development timeframe too slow
- Undeveloped parkland
- Improve existing parks
- Need signage for trails and parks
- Need more athletic fields, swimming pools, etc.
- Loss of wildlife due to new housing development
- Open spaces barricaded, costly
- No money for open space land acquisition
- **Develop a plan for open space and trails**
- Develop a large buffer around arroyos for trails and wildlife
- Walled subdivisions prohibit connections to trails
- Not enough community centers providing youth and senior activities, after school programs, childcare, and libraries
- Need community centers close to neighborhoods
- Insufficient public transportation
- Need a senior center
- Trash service should be free
- **Improve public transportation**
- Poorly planned bus system -- everything goes back to main bus station before you can get a transfer
- Bus drivers think it's funny to leave passengers stranded

Location-Specific:

- **Bus service for Central and Bridge doesn't connect to/from work**
- Park at Tower and 86th Streets is the "ugliest in the City"
- Bus Route 54 change was a disservice to Westgate Community
- Community Center not open enough hours; lighting in parking lot is poor
- Baseball park at 86th and Tower should be open to the public

- Park north of Central needs to be built
- Need more bus routes up Edith from area
- Alamosa Center lighting is poor

Opportunities:

- **Utilization of drainages as an asset**
- **Preservation of remaining agricultural sites**
- Mayor's Task Force on Library Service
- Have existing parks that can be improved
- Parkland has been purchased
- Preservation of unique areas (natural and cultural)
- Land exists to create wildlife corridors
- Construct a new scenic overlook on I-40, closer in than the former one on 9 Mile Hill

Location-Specific:

- Vacant properties along Central could house government offices
 - Open space for Crestview Bluff (Ceja)
 - Land available for parks and natural areas on the Southwest Mesa in general, and especially along Paseo del Volcan
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4. Neighborhood Development

Strengths:

- **Affordable housing**
- **Good, friendly neighbors**
- Having some large homes adds to stability
- Impact fees
- Area housing is a good investment
- Energetic people to improve the area
- Culture
- Younger families with young children
- Rural areas with large open spaces and a great view of the city
- Near South Valley family and friends
- Nice side of town
- Some strong neighborhood associations
- Great opportunities for families
- Numerous religious facilities
- Area has potential
- Growth can be exciting
- Residents are able to have input into what they want

Weaknesses:

- **Lack of varied price range of housing to appeal to larger demographic**
- **Need more diversity in housing styles to eliminate monotony: Santa Fe style, adobes, northern •New Mexico, etc.**
- **Too many rentals in new and old areas**
- **Lack of adequate housing and services for seniors**
- Difficult to walk to arterials and collectors where transit buses can operate (walls, lack of connecting streets)
- Over-abundance of "starter" houses?
- Poorly planned developments
- Housing developments too dense.

- A practice of rezoning land from commercial to residential
- Development pattern unorganized
- Poorly constructed housing
- Growth happening too quickly
- Lack of communication between neighborhood residents and developers
- Two sides: negative perceptions of developers and community that hinder collaboration
- Public apathy and lack of faith due to past planning efforts (3+ past plans in existence)
- Some residents don't care about the neighborhood
- No neighborhood organizing in new neighborhoods
- Difficult for new neighbors to meet
- No space for children to play
- Poor neighborhood integration/introverted neighborhoods
- Too many people for sustainable water supply
- Density may contribute to angry behavior
- Too many walls

Opportunities:

- **Space available now to set aside for future facilities**
- **Can still develop diverse communities with a mix of incomes, multi-ethnic, and a mix of housing styles and prices**
- **Opportunities to facilitate biking and walking**
- More restrictive covenants or other rules can create better neighborhoods
- Zoning amendments can help the area
- Vacant land exists to offer wide housing choice: types, sizes, prices - to expand income levels of area
- An improved planning/permit process could ensure quality development
- Not too late to plan and bring in resources
- Could protect undeveloped area out to Paseo del Volcan
- Could create an overlay zone with design standards
- Zone to attract commercial development
- Could work with community to develop community-minded residents
- Could require developers to provide recreational spaces in large developments
- By introducing people of various educational, ethnic and racial backgrounds who want different amenities when they shop, look for schools, etc., area will change
- Opportunity to require that builders build parks with houses facing them

Location-Specific:

- Identify places that can be saved (Central Ave. motels for example)
 - Use south 4th St. (Barelas) as a possible model for improving area
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5. Public Safety

Strengths:

- Neighborhood watch: neighbors watch out for each other
- New police pagers
- Community policing
- Great police force
- Police try to respond quickly
- Many businesses say they have never had to call the police
- Presence of city police, sheriff's deputies at a local restaurant is deterrent to crime at nearby businesses (visibility)

Weaknesses:

- **Police station(s)+ substations needed**
- **Need police enforcement - Not enough police to patrol large area (only two officers for entire area at night)**
- **Response time is reactive, not proactive**
- **Gunfire near homes**
- **Graffiti**
- Gangs
- Lack of funding
- Need more police
- Poor police follow-up on robberies, burglaries
- Area does not feel safe at night
- County sheriff's department response time poor or do not respond to complaint
- Poor enforcement of laws (judicial)
- One or two more fire stations to serve the area; Station 14 is the only one serving the area
- City and County jurisdiction confusion
- Lots of break-ins and graffiti/vandalism
- Stray dogs allowed to roam
- Street lights needed for safety
- Drug trafficking
- ATVs driving in arroyos
- 10 year olds driving cars in street
- Need traffic calming of neighborhood streets
- Need more patrols after midnight to prevent gangs and graffiti
- Too many pit bulls
- Built walls in neighborhoods because of perception of lack of police protection

Location-Specific:

- **More lighting needed on Central, at least to 98th**
- Serious Central Avenue cruising problem, but police now have a special patrol to deal with
- Crime, including illegal drugs), graffiti/taggers, prostitution (on Central Ave.), people loitering (on Central Ave.)
- Safety concern: Old Coors and Blake
- Need streetlights all down Unser
- Need better street lighting east of 98th (specifically in Tower and Stinson area)
- Poor street lighting on major intersections (i.e. Central and Unser)

Opportunities:

- **Create a community that is safe for all**
 - Paging system; text message
 - Community-based policing
 - City and County coordination
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6. Schools

Strengths:

- **Good teachers and principals**
- APS teachers are great and care; student/teacher ratios are good
- Area principals work closely together as an integrated planning unit
- Some parental involvement in schools
- Lots of room available for TESL and literacy classes
- Lots of young families

Weaknesses:

- **Funding needed for two new high schools, elementary school, and middle school**
- **Overcrowded, undersupplied schools, small campuses, portables take up playgrounds**
- More schools are needed, but not more massive campuses
- Improve educational system
- Administrations, politicians, that allow schools to become weak
- Low standards in the area schools
- Lack of parental involvement in children's education
- Limited music and arts programs in schools
- Little after-hours recreation in schools and places for children's activities
- Need a community college
- Need schools in this area; some of schools talked about are not going to serve this area
- Poorly planned schools
- The schools have no strengths
- **Need to build a school system that is adequate for this area. It shouldn't take APS 3 to 4 years to plan and then another 5 years to build; why can't they use the same model with some modifications to exterior materials or entranceways?**

Location-Specific:

- Projected plans for needed expansion of Edward Gonzales will take several years
- Library at Gonzales needs books
- Edward Gonzales school is overcrowded (41 portables)
- Navajo Elementary School has poor access
- Need elementary school south of I-40, north of Central, west of Coors

Opportunities:

- **New schools will be built**
- **Split West Side off from APS**
- Bond election campaign to sell the need for schools in the area
- School Choice
- Private schools
- Co-locate city/community services with schools
- Plan ahead of time for growth
- Encourage magnet schools for better academic results
- Developers could be responsible for setting aside land for schools and recreation

Location-Specific:

- Albuquerque T-VI property could be developed to serve needs of the community
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7. Commercial Services

Strengths:

- **Residential building boom supports opportunities for new business; more people locating on**
- **West Side increase number of consumers**
- Businesses are loyal to neighborhood
- Some existing businesses within the community
- Convenience of retail services and shopping (along Old Coors)
- Loyal, local customers
- City has made businesses stripe their parking lots (good improvement)
- Young population/lots of potential workers
- Additional population and housing brings in more spending money

Weaknesses:

- **Some major retail and restaurant establishments are needed**
- **Do not allow any more bars, adult entertainment, or other obnoxious businesses**
- **Lack of retail and variety**
- **Lack of retail services and shopping including clothing stores, small shops (niche businesses), Starbucks, Home Depot or Lowe's, Target, etc.**
- **Lack of employment opportunities**
- **Lack of medical clinics and hospital (only two medical clinics nearby)**
- **Lack of professional offices**
- **Lack of entertainment facilities such as a roller skating rink, bowling alley, Family Fun Center, or movie theater**
- Lack of small shopping center for home-grown businesses
- Some potential new businesses, e.g., strip malls and bars, seen as undesirable by some residents
- Customers go elsewhere due to lack of big stores
- Young people, particularly teenagers, have nothing to do
- Lack of grocery store, banks, fabric/craft store, fitness center
- Lack of banks
- Lack of service oriented businesses including a laundry, video store, etc.
- Need more restaurants of all kinds with ethnic cuisine, fast food and sit-down
- Would like a mall
- Need to provide jobs for teenagers
- Need to develop an educated workforce
- Seems like businesses themselves have negative impressions of the area

Location-Specific:

- Lack of retail at Atrisco and Central (Regional to serve the plan area too)
- Need more neighborhood services on Coors
- Need to re-examine West Central zoning/land uses

Opportunities:

- **Virtually virgin territory for major retail**
- The area is now being noticed and commercial development is coming in
- Land is available for commercial development, and earmarked as such by the City
- Already developed area for industrial or manufacturing operations
- Land/buildings available to locate government offices in the area (workers will create a demand for restaurants and shops in the area)

Location-Specific:

- **Empty K-Mart Building on Coors: either develop or raze - deterrent to other development** (now resolved, with redevelopment anticipated, but not as a commercial facility)

8. Doing Business: Sustainability and Growth

Strengths:

- Businesses taking notice of area: new Wal-Mart grocery at Sage
- Many start-up businesses
- Strong customer base, especially Latino residents, recent Mexican immigrants, and South Valley residents
- Family-owned businesses; Strong connection between business owners and the community
- Some businesses own their business site

- Businesses that are here are doing well
- Neighboring businesses look out for each other
- Lack of competition
- Potential to grow
- New Wal-Mart nearby
- Found a good deal (as far as their location)
- Existing manufacturing/industrial area
- Close to new housing growth
- Westside Merchants Association has been formed
- Mayor has done a good job of graffiti cleanup
- Closing the flea market on Old Coors
- Strong customer base, especially Latino residents, new Mexican immigrants, and South Valley residents

Location-Specific:

- Mexican markets (I.e., Panaderias on Old Coors)
- Visibility on Coors
- Easy to find (Old Coors area)
- Easy access on busy street (Old Coors)

Weaknesses:

- People here have money to spend, but it's hard to do so in local area
- **Impact fee structure will inhibit business development**
- **Bad roads, so new businesses don't want to come in because of access**
- C-Zoning was changed to R-Zoning
- Bad zoning
- Currently not enough businesses
- Need to change perception of area
- Economics of local population (low income)
- Perception that help is available for large businesses but not for small businesses
- Lack of support for small businesses from the City
- Lack of money to fix up building
- Lack of commercial investment because area is perceived as low income
- Too many restaurants already; no need for chain restaurants
- Nothing out here to draw customers
- Need technical vocational help for business owners
- Lack of code enforcement regarding illegal vending
- City rules on advertising that make it difficult for small businesses
- Local people are used to driving to other areas for shopping
- Xeriscaping/landscaping in the area not being maintained
- Unknown City plans; hesitant to improve business "building/look"
- Graffiti and crime create poor business environment

Location-Specific:

- People get lost (mix up Old Coors and New Coors)

Opportunities:

- **Need economic development focus like SE Heights**
- **Let businesses know that people in this area go out of this area to spend their money because there are no businesses in this area. It is not because people here are too poor to have any money to spend**
- **Return Central to C-3 Zoning**
- Maintain C-Zones
- Support C-Zoning changes
- Business makes money

- To improve their business's appearance
 - To improve their customer service
 - To offer a specialty product
 - Attract specialty or lifestyle businesses
 - Residential growth
 - Advertise Southwest Mesa area is open for business
 - Hire local, especially youth
 - Use building façade program
 - Bring in light industry
 - Create small businesses that can employ local people
-